The Cattlemen’s Beef Promotion and Research Board is dedicated to improving producer profitability, expanding consumer demand for beef, and strengthening beef’s position in the marketplace.

The Cattlemen’s Beef Board (CBB) consists of 99 members, including domestic beef, dairy and veal producers, as well as importers of beef and beef products. Members are individually nominated by certified nominating organizations and appointed by the Secretary of Agriculture to serve a non-paid, three-year term. CBB administers collection of the $1-per-head on cattle sold in the U.S. and $1-per-head equivalent on imported cattle, beef and beef products. The Board is also responsible for approving the annual budget for its national checkoff-funded programs.

The checkoff program was designed to stimulate restaurants and grocery stores to sell more beef and stimulate consumers to buy more beef throughout the world. This is accomplished through initiatives such as consumer beef advertising, extensive research to improve beef quality and environmental sustainability, marketing partnerships, public relations, educational opportunities, and new product development.

The Beef Checkoff program increases profit opportunities for producers by keeping beef top-of-mind with consumers, restaurants, butchers and other food retailers. It also reaches out to educators, dietitians, and medical personnel and other influencers. In short, it is always working to ensure a wholesome, quality beef-eating experience.

The Cattlemen’s Beef Promotion and Research Board, usually referred to as the Cattlemen’s Beef Board (CBB), along with the United States Department of Agriculture (USDA), oversees the Beef Checkoff program which was established in the Beef Promotion and Research Act as part of the 1985 Farm Bill. CBB manages the collection of $1 per head on all cattle sold in the U.S. and $1 per head equivalent on imported cattle, beef and beef products. CBB is also responsible for approving the annual Beef Checkoff budget for its national checkoff-funded programs.

By law, checkoff funds cannot be used to influence government policy or action, including lobbying. The Beef Checkoff does not own cattle, packing plants or retail outlets. It cannot control prices or single-handedly turn around a bad market.
This past year has been a tough one for beef producers. Between packing plant fires and Mother Nature’s wrath, swinging cattle markets, and new plant-protein challenges, the lifestyle we love has put us to the test. Our occupation has never been for the faint of heart, but years like 2019 have helped me truly appreciate the fact that we’re all in this together, and we have the power of the Beef Checkoff to support us through it.

The Beef Checkoff is an incredible vehicle of promotional power. Every producer dollar given to the program goes to work as a strong ambassador for beef by maximizing beef’s presence across all markets (both domestic and international), upholding and celebrating our quality standards, and above all else, driving demand.

This past fiscal year 2019 saw the checkoff leading consumers to beef through new technology in Chuck Knows Beef, the all-knowing beef expert powered by Google Artificial Intelligence on both Amazon Alexa and Google Home. The checkoff also launched new initiatives to drive consumers to the nutritional and sustainable powers of beef, in light of emerging protein alternatives. We also experienced international growth as the checkoff continued to forge new markets and relationships with foreign buyers. By sponsoring Fox’s MasterChef, a week of competitions on the reality show featured Beef. It’s What’s For Dinner. Look through the following pages to see more programs and projects of all the great work at hand by your checkoff.

The bottom line: we need the checkoff. As our global population increases, so does the need for high-quality, sustainable beef. The producer-driven Beef Checkoff is here to bolster that protein supply – in the name of BEEF.

CHUCK COFFEY
2019 Cattlemen’s Beef Board Chairman
Board Members
2019 CATTLEMEN’S BEEF BOARD

Mary Jo Rideout
Bruce Jackson
William ‘Aubrey’ Blackmon
Kent Bamford
Steven Hollis
Hugh Sandburg
Joe Stanko

Cliff Coddington
Dwain Johnson
Jared Brackett
Lynn Keetch
Sara Prescott
Norman Voyles, Jr.

Stephanie Dykshorn
David Brunew
Jenn Peters
Brian Sampson
Randall Debler
D.J. Edwards
Byron Lehman

Beth Patterson
Philip Perry
Trista Priest
Ryan Miller
Shane Welser
Amelia Kent
Ken Bight

Jeffrey Isenmann
Laurne Eyant
Sean Jones
Rob Williams
Steve Matthes
Henry Zimmerman
Larry Jeffcoat

Tammy Bartholomew
David Huston
Leon James
Bill McLaren
Katie Cooper
Lynda Grande
Turk Stovall

Bill Baldwin
Jim Echleman
Bree DeNaeyer
David Hamilton
Tom Lienemann
Herbert Jones
Bill King

Richard Brown
Robert Crabb
Raymond Erbelle
James Schmidt
Dana Ehrlich
Jack Parent
Fred Sorrells

Kathy Sauter
Chuck Coffey
Jean Lam
Angie Meyer
Jimmy Taylor
Katharine Jackson
Jana Malot

Dick McElhaney
Seths Berry
Stephanie Butcher
L.W. Benn, Jr.
Vaughn Thortenson
Cory Eich
Bill Slovek

Eric Sumpton
Joannn Costen
Melvin Medeiros
Rocky Pinheiro
Michael Smith
Ruby Uhart
Rob Von Der Lieth

Kristina Orchard McKee
Paul Moss
Roger Cliff
Blynn Johnson
Steven Maffridge
Brian Malaer
Jackie Means

Jason Peeler
Tim Pennell
Charlie Price
Ernie Morales
Don Smith
Janna Stubbs
Michael White

Wady Schuhleis
Bobby Combs
Lloyd DiLuyster
Bob Mitchell
Terry Quain
Irv Petsch

Bill King
In order to position beef as the number one protein, the Promotion program area focuses on broadcasting beef’s unique and core attributes. The program works to showcase the powerhouse nutrients beef provides, remind consumers of the unbeatable pleasure that beef brings to meals and bring attention to the men and women who raise beef for the world.

BEef. IT’S WHAT’S FOR DINNER. Reaches consumers one billion times

Two years after it was relaunched, the Beef. It’s What’s For Dinner. brand has reached consumers one billion times with drool-worthy and informative digital marketing and social media content. Through these channels, the BIWFD brand tells a multi-faceted story about beef, from its unbeatable taste, variety and nutritional strength, to the people and production processes behind it, reaching consumers more frequently and more effectively than ever before. What’s more important is that checkoff-funded research from the Consumer Beef Tracker shows that when people are aware of the Beef. It’s What’s For Dinner. brand, they are more likely to eat beef more often, and they are also more likely to feel good about beef—directly providing a strong return on investment for beef producers.

RESULTS NCBA

The iconic Beef. It’s What’s For Dinner. brand is working. The Beef Checkoff works to connect consumers to beef in interesting and appealing ways, and Beef. It’s What’s For Dinner. does that. Geared toward consumers, these ads, digital engagements and information position beef in a favorable light so consumers can feel confident enjoying and purchasing it.
ACTIVATING AN ARMY OF HEALTH PROFESSIONALS

In 2019, the Beef Checkoff shifted an important influencer audience – once believed to be a barrier to processed beef – into an army of advocates for prepared beef. NAMI proactively sponsored multiple rounds of television talk-show segments—totaling almost 30 segments in markets across the country—highlighting Registered Dietitian Nutritionists (RDNs). Each RDN used approved messages to provide information about the nutritional benefits and great taste of prepared beef products, as well as permission to enjoy them. They also showed viewers creative and delicious ways to savor these products, including creating their own Beefshì recipes. Similarly, NAMI worked directly with 20 of the top nutrition bloggers in the country to develop original content, including recipe ideas and beautiful photos, using these same messages.

RESULTS

Consumers are health conscious, and gaining the positive input from RDNs and nutrition bloggers is a huge win for prepared beef products. The news segments reached over five million viewers with new recipes and health benefits of prepared beef.

CHUCKKNOWSBEef.COM GETS A NEW LOOK

The Beef Checkoff first introduced Chuck Knows Beef, the all-knowing virtual beef assistant, in FY19. To help increase engagement and time spent with Chuck, the website ChuckKnowsBeef.com was updated so users can easily navigate the platform and find inspiration or tips for their next beef meal. This new user experience does not change previous functions audiences have come to love or the brand’s overall personality, but instead offers users an easier way of navigating and finding beefy information through their desktop and mobile interactions. Note, users are still able ask direct questions through Amazon Alexa or Google Home if they already know exactly what they’re looking for.

RESULTS

In FY19, Chuck Knows Beef reached millions of consumers. This platform is a major step toward engaging with millennials who use voice-activated technology regularly. The Beef Checkoff recognizes the need to adapt toward consumer preferences and new ways to share information. Chuck helps beef reach these individuals in a fun and interesting way.
VEAL GRABS NATIONAL EXPOSURE

The Beef Checkoff funded a veal-promotions program that received national exposure through a partnership with Family Features, a print and digital syndication network. Positive veal stories were written and included delicious and nutritious veal recipes.

RESULTS

By gaining national exposure for veal, the Beef Checkoff was able to exceed reach and engagement projections, achieving more than 302,000,000 impressions for veal and the checkoff in total. These big consumer-promotion efforts are bringing beef and veal products to consumers’ attention—the first step in helping drive demand for beef.

VEAL DISTRIBUTOR SALES INCENTIVE CONTEST

Funded by the Beef Checkoff, the veal promotions program partnered with a packer/processor and a national foodservice distributor to create a sales incentive contest. The contest was designed to educate the distributor’s sales force and restaurants about the positive attributes of veal and drive veal sales and demand.

RESULTS

The program reached key influencers with positive messaging about veal and resulted in a nearly 26 percent increase in tonnage at the 3,500 participating restaurants. The Beef Checkoff engages in these activities to draw attention to beef products in an exciting way, enticing foodservice and consumers to see beef in a different light.

TRANSFORMING NEGATIVE POSITIONING OF PROCESSED BEEF

In 2019, the Beef Checkoff conducted primary research with 2,000 American consumers—including more than 1,000 millennials—to identify perceptions of and barriers to processed beef consumption. The results of this research showed that the beef industry needs to approach this food category differently. Results confirmed the terms “prepared” and “processed” may be synonyms in the dictionary and food industry, but Americans don’t perceive them that way. To consumers, “prepared” sounds healthier. By every measure, consumers see prepared meats in a more favorable light than processed meats. NAMI presented this research and proposed new positioning to more than 50 diverse retailers in July 2019. Those retailers found the new positioning so intriguing that they invited NAMI to present it again to the Food Marketing Institute’s Fresh Executive Committee in January 2020. This new approach has the potential to revolutionize the marketing and merchandising of processed meats.

RESULTS

By understanding the ways consumers categorize beef when making purchasing decisions, the Beef Checkoff is better equipped to promote beef products in ways that are more appealing to consumers, driving demand for beef at every turn.
With 95 percent of the global population and 80 percent of the global buying power being located outside of U.S. borders, foreign marketing of U.S. beef is necessary in order to increase beef sales around the world. Add to that, the global population is projected to nearly double by 2050. Combined, these factors clearly showcase that exports of U.S. beef represent a growth opportunity for U.S. beef producers. The Beef Checkoff’s foreign marketing efforts seek to increase the movement of U.S. beef into exports by developing new markets and new sectors in existing markets, displacing the competition and defending the U.S. market share against aggressive competition by beef exports worldwide.

DEVELOPING NEW BEEF PRODUCTS TO MEET INTERNATIONAL TRENDS

A market development initiative which began in Japan took hold in several international markets for U.S. beef in 2019. With funding support from the Beef Checkoff, USMEF is working closely with U.S. beef suppliers to develop new products for packaged meals and protein snack items for burgeoning convenience store sectors in several leading export markets. Worldwide, per capita spending on foodservice products at convenience stores is exploding, and in particular, pre-cooked meat dishes are growing in popularity as more and more people turn to convenience stores for fast and easy meals.

With Beef Checkoff support, USMEF partnered with South Korea’s second-largest convenience store chain and a U.S. supplier to launch a promotion aimed at consumers who pick up their lunches at convenience stores. The “Cube Steak Lunch Box” was offered at GS25 convenience stores, a chain with 12,500 locations in Korea. Based on the success of this promotion, USMEF is working to expand this concept to additional convenience store chains in 2020.

RESULTS

Through November, exports to Korea were up 6% in both volume (234,310 mt) and value ($1.69 billion) from 2018’s record pace. Since 2012, when Korea began reducing tariffs on U.S. beef, annual per capita beef consumption in Korea has jumped from 22 to 27.5 pounds.

REGIONAL SHOWCASE BRINGS BUYERS FROM 23 COUNTRIES TO U.S. SUPPLIERS

With support from the Beef Checkoff, USMEF held its ninth annual Latin American Product Showcase in San Juan, Puerto Rico. The event promotes the quality, consistency and profit potential of U.S. beef and attracts over 400 participants, including 190 buyers from 23 countries across the Caribbean, Central America and South America. The showcase grows larger every year, with 64 companies promoting U.S. meat products in 2019.

RESULTS

U.S. beef exports to the region have doubled in value since the showcase began in 2011, when exports to Central and South America and the Caribbean totaled 52,205 metric tons valued at $202.8 million. In 2019, U.S. beef exports to the region will exceed 70,000 metrics tons valued at about $400 million.
The Consumer Information program area develops nutritional data and other information that will assist consumers and others in forming opinions and making decisions regarding the purchase, preparation and consumption of beef and beef products. This includes programs such as consumer education and information, communications with health professionals, food and nutrition communicators, retailers and foodservice professionals.

The Beef Checkoff brought together a diverse group of 16 chefs, bloggers and nutrition influencers for an up-close look at beef production in Lexington, KY, where they participated in various activities including a butchery lesson and stockyard and farm tours. The visit’s overall focus centered around beef sustainability and the beef industry’s efforts to decrease beef’s environmental impact throughout the supply chain. Prior to the tour, some attendees had reservations about beef production methods, but after hearing from Dr. Sara Place, senior director of sustainable beef production research at the National Cattlemen’s Beef Association, and learning firsthand the great lengths at which cattle are cared for, all influencers had an extremely positive outlook toward beef and shared the positive messages to their circles of influence.

Courtney Ferreira, Registered Dietitian commented, “Talking about sustainability was the biggest takeaway for me because I do get so many questions about that from my clients. Honing in on the difference of grass-finished versus grain-finished was really useful, and it was helpful to see all of our cows are eating grass, all of our farmers care about their cows, and all the meat we eat is raised in a sustainable way. All the fears people hold about meat aren’t based on facts, and it’s important to bring those facts to my clients.”

Building relationships with food influencers is key in today’s society. Consumers are more curious about their food than ever before, and they listen to peers when making food purchasing decisions. The Beef Checkoff engages with chefs, dietitians and food bloggers to help bridge the knowledge gap of how beef is raised while highlighting its nutritional benefits.
BEEF CHECKOFF CELEBRATES BUTCHERY SKILLS WITH BEST BEEF BUTCHER CONTEST

On May 9, the 2019 Best BEEF Butcher Contest took place at the Penn State Meats Lab in State College, PA during the 80th Pennsylvania Association of Meat Processors (PAMP) Conference. The contest, sponsored by the Beef Checkoff, showcased eight butcher contest finalists from across the Northeast. This inaugural event was designed to celebrate the skills, knowledge and value independent butchers and meat processors bring to the overall beef supply chain through their passion and dedication to the craft of butchery and meat cutting. The contest tasked each contestant with breaking down a beef subprimal into marketable cuts of beef which would appeal to today’s consumer.

Joseph Malafy of Malafy’s Meat Processing in Red Hook, NY, was announced the winner of the contest. “I just enjoy cutting meat, and I have fun doing it,” said Malafy. “I enjoy making everything look presentable for the customer, and I’ve been cutting meat for 35 years, ever since I was 18 years old.”

RESULTS

Finding unique ways to celebrate beef with people in the food industry who directly work with consumers is one way the Beef Checkoff builds relationships and helps drive beef demand. People are more favorable towards a product that they can connect with on an emotional level. Outreach projects like this elevate beef in the minds of foodservice professionals, and in turn they advocate the product to consumers.

BEEF CURRICULUM CREATED FOR THE CLASSROOM

Recognizing the growing disconnect between today’s youth and agricultural practices, the American Farm Bureau Foundation for Agriculture (AFBFA), with the support of the Beef Checkoff, has successfully developed two units of science-based curriculum focusing on beef production. The curriculum was developed by working closely with beef science and education professionals to earn badging for the units, which will give instant validation within the science education community. The developed units will start piloting in a limited number of classrooms within 10 school districts and be submitted for Next Generation Science Standard scoring, and hopefully badging, early in FY2020.

RESULTS

The next generation is getting further removed from production agriculture, and today’s youth stands to benefit from being immersed in the real ways beef producers utilize science-based methodology in their daily operations. This high school and middle school curriculum has the potential to truly impact the way young people view agriculture and beef products in the future.
**MEAT SUBSTITUTES: GETTING TO THE MEAT OF THE MATTER**

In August, more than 700 supply chain operators from the retail, foodservice, manufacturing, distributing and packing industries registered for the webinar, “Getting to the Meat of the Matter: Do Meat Substitutes Stack Up to Beef?” The webinar, through NCBA, featured insights from the consumer research and channel intelligence teams and facts about beef’s nutrition and environmental sustainability. Promoted via an aggressive digital media campaign on popular trade publication websites, the webinar attracted decision makers from leading consumer-facing brands and reinforced the fact that meat substitutes may be driving headlines, but beef drives sales. Additionally, a new infographic highlighting beef’s sales, sustenance and sustainability is now available to share with grocery retailers and other supply chain partners. The infographic is available at BeefItsWhatsForDinner.com.

**RESULTS**

Knowing meat substitutes are a hot topic in today’s foodservice industry, the Beef Checkoff understands the importance of engaging with these decision makers early in the process and highlighting beef’s nutritional and economical benefits. It is imperative to maintain a dialog with the foodservice sector so that these individuals understand beef’s benefits to their businesses.

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**SATELLITE MEDIA TOUR**

The Beef. It’s What’s For Dinner. media relations team, funded by the Beef Checkoff, worked with four brands, including NCBA, Canon, Travelocity and Macy’s, in addition to lifestyle expert Colleen Burns, to collaborate on a “Last-Minute Holiday Tips” satellite media tour on December 13, 2018.

**RESULTS NCBA**

The news segments, which featured tips for how to cook the perfect holiday roast, aired on more than 1,700 TV and radio stations across the country, reaching more than 23 million people. By collaborating with high-profile brands to celebrate beef, the Beef Checkoff is building exposure for beef through Beef. It’s What’s For Dinner, and bringing it to consumers in a meaningful way to drive beef demand.

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**STEM EDUCATORS GET ‘ON THE FARM’ EXPERIENCE**

The Beef Checkoff facilitated two immersive “On the Farm” experiences for key influencers and educators in science, technology, engineering and mathematics (STEM) education from highly populated areas of the U.S. After the experience, one participant said, “I have a deeper appreciation for those who produce beef. Seeing the complete cycle of beef to plate has allowed me to pass on the positive work that beef farmers and harvesters contribute to America.”

**RESULTS AFBFA**

Post-event surveys showed a 54-percent increase in response that the “positives strongly outweigh the negatives of how cattle are raised.” There was a 30-percent increase in those who plan to eat more beef than they are currently. Presenting opportunities for individuals to get real-life exposure to beef production is essential for sharing beef’s story and increasing consumer confidence.
The Beef Checkoff is dedicated to helping beef producers vocalize their commitment to producing safe, wholesome beef products. With the end goal of enhancing the beef industry’s image, Industry Information programs work to develop new markets and marketing strategies and increase efficiency and activities. These Beef Checkoff programs focus on issues, management, public relations and beef and veal quality assurance.

**BQA-CERTIFIED PRODUCERS EARN PREMIUM AT AUCTION**

Results from a 2019 study showed producers who listed their cattle as BQA-certified in the lot descriptions earned a premium of $16.80 per head. This value was determined by applying the $2.71/cwt premium found in the research study data. When the BQA premium was constant on a per-head basis, it implied higher weight-based premiums for lighter cattle (for example $3.73/cwt at 450 lbs./head) and lower premiums for heavier cattle ($2.24/cwt at 750 lbs./head).

**RESULTS**

BQA-certified producers earn a nearly $17/head premium at auction, meaning customers are actively seeking out BQA-certified cattle to supply their buyers because it assures them that these animals were raised responsibly under the highest-quality care.

**VIDEO DISPELS MISPERCEPTION ABOUT VEAL**

It is one of the most common misperceptions in agriculture today – how veal calves are raised. To directly address that misperception, the Beef Checkoff utilized dollars to update www.VealFarm.com, complete with new images and videos to provide consumers with accurate information.

**RESULTS**

Following the newly updated website’s launch in 2019, visits increased 30 percent, with more than 90,000 views of “How are veal calves raised?”. Visitors learned how milk-fed veal is raised today with no tethers and in group pens with space for calves to stand, move around and socialize with other calves.
KEEPING PRODUCERS IN-STEP WITH LATEST TECH AND TOOLS FOR ANTIBIOTIC USE

The Beef Checkoff assisted in hosting the 8th Annual Antibiotic Symposium in Ames, Iowa, informing and educating industry leaders on what’s new in the rapidly changing science of antibiotic resistance. Producers are adapting and responding to the changes in the marketplace while continuing to provide a safe and abundant food supply. Beef producers were deeply engaged in the program, sharing their voices from the stage and adding valuable producer insights for cattlemen and women in video and podcast collaborations.

RESULTS

Producer insights and feedback helped shape several new tools now available for industry use, including resources designed to help improve communication with consumers in person and online. Producers expressed to the U.S. Department of Agriculture, the Food and Drug Administration and the Centers for Disease Control and Prevention how the animal-agriculture food supply is concerned with meeting consumers’ needs, maintaining animal health and addressing public health concerns.

FOOD INFLUENCERS EXPERIENCE A REVEALING FARM TOUR

Seven food writers saw first-hand how veal calves are raised. The Beef Checkoff hosted the tour, which included visiting multiple veal farms in Pennsylvania and Indiana. Each writer created online content after the tour, including recipes for their collective 500,000 followers.

RESULTS

Food influencers who have been exposed to veal production are able to better understand the dedication farmers have to raising healthy veal calves, following the gold standards of animal care set forth in the Veal Quality Assurance program and delivering a safe, quality meat to consumers. “It was absolutely eye-opening,” said one of the bloggers in a follow-up survey. “I learned so much. This experience leads to meaningful conversations with my followers and friends.”
Around the world, beef consumers demand high-quality, safe and nutritious products. As protein choices continue to expand, beef safety and nutrition research are key to ensuring that both domestic and foreign beef consumers have confidence in their purchasing decisions. The only way to maintain and grow this confidence is through strong and effective science-based communication. Beef Checkoff-funded research programs have been used to respond to industry, media and regulatory inquiries, as well as influencer and consumer concerns, by showcasing the beef industry’s commitment to science-based information and consumer education.

**BEEF RESEARCH SHOWS NUTRITIONAL BENEFITS**

Prepared beef products like hot dogs, roast beef and pastrami, among others, are nutritious and help to fulfill a person’s daily macronutrient needs. Research to demonstrate the role these products play in healthy dietary patterns is critical to giving Americans permission to consume the products they enjoy. The Foundation for Meat and Poultry Research and Education’s (FMPRE) Research Advisory Committee identified key processed beef nutrition research priorities, as well as a supplemental request focused on nutrition sciences. Proposals were evaluated and three projects were funded collaboratively, two with the Foundation and one with NCBA.

**RESULTS**

Initiating processed beef nutrition research demonstrates the commitment of the beef industry to support beef consumption in all forms and underscores the nutrition profiles of all beef products. The more products shown with nutritional benefits adds more value per animal harvested.
THE BEEF CHECKOFF HOSTS BEEF SUSTAINABILITY AG MEDIA WORKSHOP

The Federation of Beef Councils, the Cattlemen’s Beef Board and the National Cattlemen’s Beef Association’s checkoff-funded sustainability research program jointly sponsored an Ag Media Workshop on October 22-23, 2018. Representatives from 14 of the country’s largest livestock/ag publications, with a combined circulation of more than 700,000, gathered in Denver to hear findings from university scientists conducting checkoff-funded sustainability research, as well as the latest research on retail sales of emerging alternative proteins and consumer perceptions of beef sustainability. While in town, the workshop presenters were interviewed for a one-hour sustainability episode on NCBA’s Cattlemen to Cattlemen on RFD-TV. For more information on beef sustainability, visit www.beefresearch.org.

RESULTS

BEED CHECKOFF RESEARCH WORKS TO IMPROVE SAFETY

The Food Safety and Inspection Service’s (FSIS) Appendices A and B provide safe harbor guidelines for ready-to-eat prepared meat and poultry processors on cooking and cooling requirements respectively. Revisions to the Appendices in 2017 highlighted critical data needs to help ensure the production of ready-to-eat beef products, among others, meet these guidelines. The Beef Checkoff was joined by the Beef Industry Food Safety Council, FMPRE and U.S. Poultry in the funding of two projects addressing these data needs. Research results from these projects have been critical to not only filling but also identifying data gaps and additional research needs.

RESULTS

FMPRE

BEEF CHECKOFF RESEARCH WORKS TO IMPROVE SAFETY

The Food Safety and Inspection Service’s (FSIS) Appendices A and B provide safe harbor guidelines for ready-to-eat prepared meat and poultry processors on cooking and cooling requirements respectively. Revisions to the Appendices in 2017 highlighted critical data needs to help ensure the production of ready-to-eat beef products, among others, meet these guidelines. The Beef Checkoff was joined by the Beef Industry Food Safety Council, FMPRE and U.S. Poultry in the funding of two projects addressing these data needs. Research results from these projects have been critical to not only filling but also identifying data gaps and additional research needs.

RESULTS

FMPRE

THE CHECKOFF’S CONSUMER BEEF TRACKER

The Beef Checkoff’s Consumer Beef Tracker provides the industry with key insights about how consumers perceive beef products. Most recently, data gathered through June 2019 continues to show that beef is a highly desirable protein, driven mostly by its great taste and nutritional benefits. It also continues to indicate that consumers have a high degree of trust in the safety of the beef they eat.

RESULTS

NCBA

By investigating consumer insights, the Beef Checkoff is able to identify areas of opportunity that should be touted to keep beef top of mind for consumers. Therefore, knowing what is driving consumer purchasing decisions enables the checkoff to find new market prospects for beef products. More information can be found on www.beefresearch.org.

OVERALL BEEF PERCEPTIONS REMAIN OVERWHELMINGLY POSITIVE

Source: Consumer Beef Tracker April-June 2019 data
Through the Producer Communications program, a small percentage of Beef Checkoff dollars are utilized to communicate to beef producers and importers about how their dollars are being used throughout the Beef Checkoff program. This includes the use of dollars in promotion, research consumer information, industry information and foreign marketing. Furthermore, the Producer Communications program relays how checkoff dollars are allocated, shares results of investments, highlights program successes and builds understanding of checkoff roles, responsibilities and processes.

BEEF CHECKOFF PRODUCER COMMUNICATIONS PUTS PRODUCERS FIRST

Producer Communications (PC) reclaimed the Beef Checkoff story in FY19, telling it first and louder than those who want to change the checkoff narrative. The program listens more and asks for feedback from producers and importers all over the country. Based on that input, the PC team acts on their ideas by placing those topics into communication channels that fit the lifestyle of farmers and ranchers. Some prefer the popular The Drive quarterly printed newsletter delivered to their mailbox; others love receiving The Drive monthly through email. The PC team has grown the checkoff’s reach through communication channels that are embedded in the lives of cattlemen and women, whether that is listening to radio interviews while checking cows, or catching up on social media news after a long day of hauling hay. The PC team has connected with national trade media in an effort to highlight how the checkoff is helping drive beef demand and relaunched its website under the additional branding of DrivingDemandForBeef.com.

RESULTS

Currently, 54,541 cattlemen and women are receiving The Drive quarterly print newsletter, while The Drive e-newsletter is being delivered to 15,549 e-mail inboxes each month.
The Return On Investment report is an independent study conducted every five years. It’s an evaluation of how hard your dollar works to impact the industry and drive demand through the Beef Checkoff’s marketing and research programs.

Drove 5.5% more U.S. beef into the eight primary foreign markets.

Returned $11.91 for every dollar invested into the industry when supplied toward programs such as promotion, education and research.

Helped increase domestic beef demand by 14.3% or 12.8 billion pounds.

FY2019 Financials

CATTLEMEN’S BEEF PROMOTION AND RESEARCH BOARD

Statement of Assets, Liabilities and Net Assets September 30, 2019 and September 30, 2018

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LIABILITIES & NET ASSETS

Due to state beef councils & other
Montana Payables for Assessments $954,992 $577,547
and Other

TOTAL LIABILITIES & NET ASSETS $22,915,766 $23,755,437

REVENUES

Assessments $42,706,709 $42,560,297
Interest $346,900 $155,709
Other $35,555 $42,763

TOTAL REVENUES $43,089,164 $42,758,760

PROGRAM EXPENSES:

Promotion $10,580,409 $9,225,691
Research $9,891,043 $8,042,093
Consumer information $7,371,245 $7,345,798
Industry information $3,357,876 $3,560,607
Foreign marketing $8,347,484 $7,640,567
Producer communications $1,637,234 $1,799,898
Program evaluation $158,675 $230,795
Program development $435,772 $295,075

TOTAL PROGRAM EXPENSES $41,979,938 $37,520,524

SUPPORTING SERVICES:

USDA oversight* $596,367 $601,681
Administration $1,129,852 $1,811,956

TOTAL EXPENSES $44,306,157 $39,934,161

*Included in the USDA Oversight amount is approximately $404,000 paid by the Cattlemen’s Beef Board to USDA for oversight fees during the year. The remaining $742,000 is related to cost incurred by Cattlemen’s Beef Board for litigation, meetings with USDA, freedom of information act requests, settlement requests, and authorization requests.

ASSESSMENT REVENUES

QUALIFIED STATE BEEF COUNCILS 2019

Alabama $321,116
Arizona $373,330
Arkansas $410,492
California $1,036,999
Colorado $1,620,435
Delaware $4,361
Florida $302,485
Georgia $268,856
Hawaii $18,040
Idaho $855,514
Illinois $329,040
Indiana $248,521
Iowa $1,744,134
Kansas $3,830,810
Kentucky $674,572
Louisiana $1,611,276
Maryland $44,673
Michigan $294,015
Minnesota $705,427
Mississippi $271,188
Missouri $1,325,895
Montana $870,794
Nebraska $3,672,393
Nevada $140,295
New Jersey $4,075
New Mexico $601,866
New York $337,383
North Carolina $167,444
North Dakota $568,315
Ohio $342,006
Oklahoma $1,933,338
Oregon $441,775
Pennsylvania $367,761
South Carolina $74,678
South Dakota $1,735,438
Tennessee $397,651
Texas $5,179,486
Utah $310,796
Virginia $41,738
West Virginia $488,057
Wisconsin $796,345
Wyoming $505,166

TOTAL QUALIFIED STATE BEEF $33,274,269

STATES WITHOUT QUALIFIED STATE BEEF COUNCILS

Alabama $46
Connecticut $1,387
Massachusetts $16,974
Maine $21,816
New Hampshire $10,042
Rhode Island $532

TOTAL STATES WITHOUT QUALIFIED STATE BEEF COUNCILS $65,197

IMPORTERS

$7,369,243

TOTAL ASSESSMENT REVENUES $42,706,709